SECTION A:
PART I: TRUE /FALSE –

1*5 =5 points

(T)- 1- A responsibility of the Chief Information Officer is to participate in the development of corporate strategies

(F)- 2- Strategic planning is primarily concerned with short-term goals.

(F)- 3- The IT-productivity paradox is defined as the disjoint between application programmers' salaries and the lines of code produced by them

(T)- 4- Information technology is often seen as a cost center that must have a return on investment (ROI).

(F)- 5- The fundamental roles and responsibilities of the IT function are the same regardless of whether you are involved in e-IT or legacy systems.

PART I: MULTIPLE CHOICES

1*5 =5 points

6- A method to evaluate the current state of alignment between the business functions and IT best describes:

A. Porter competitive forces model.
B. Strategic alignment maturity assessment model.
C. SWOT analysis.
D. Net worth evaluation.

7- Key areas of activity that should receive constant and careful attention from management best describe:

A. Critical Success Factors.
B. Mission Statements.
C. Business Processes.
D. Business Standards.

8- Each of the following represents a concern of individual-level computing **except**:

A. Task-based concerns.
B. Potential loss of standards.
C. Potential loss of control over data.
D. Inter-relationship concerns.

9- Departmental information systems that provide a narrow view of the information used by a workgroup can sometimes result in:

    A. Infomediation.
    B. Information overload.
    (C.) Information silos.
    D. Information exchange.

10- Which of the following best describes an example of IT driving a successful business strategy?

    A. Amazon.com's use of an intranet system to provide computer based training for employees.
    B. Dell computer corporation implementing an internal e-mail system.
    C. Levi strauss' decision to sell online exclusively through two of its channel partners.
    (D.) USAA's use of document imaging to provide one-stop-shopping for its clients.

PART II:

FILL IN THE BLANKS:

5*1 =5 points

11) - ..Globalization.. refers to the impact of organizations expanding their presence beyond the borders of their "home" country.

12)- ....information silos.. is/are the result of department information systems providing a narrow view of the information used and generated by a workgroup.

13)- ....IT is Stratigics.. can be defined as the application of IT in an appropriate and timely manner, in harmony with business goals, strategies, and needs.

14)- Information Technology can hurt an organization by being an .....information..... of success.
    Informtion overflo

15)- ....Dynamics lability..describes the ability of IT to support a business environment where dynamic changes in products or services can be made with no change to business processes.

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individul   15*2 = 30 points

Question (16-A) List and briefly discuss the four roles or levels of information technology within an organization and discuss the different issues the IT function faces in dealing with them

15*1 =15 points

Answer (Q16-A):

technicl

Question (17-A) *Describe the time horizons of an organization's operational, tactical, and strategic activities*

15*1 =15 points

Answer (Q17-A)

15

PART IV: TRUE /FALSE –

3

1*5 =5 points

T(F)-	1- A purpose of strategic objectives is to articulate how the vision will be accomplished over an identified time period.
(F)-	2- An alignment enabler is an organizational factor that should be minimized because it can hinder achieving IT-business alignment.
(F)-	3- The "To-Be" state refers to the current state of the firm in terms of the components of the Strategic Alignment Model.
(T)-	4- An objective of the Ansoff's Product/Market Matrix is to help identify growth strategies for an organization.
(F)-	5- Weak economic growth is an example of one of the top six inhibitors to achieving IT-business alignment.

PART IV: MULTIPLE CHOICES   1*5 =5 points   3

6- Each of the following represents a key element in the formulation of strategy **except**:

    A. Strategy.
    B. Inhibitors.
    C. Mission.
    D. Vision.

7- Which of the following is **not** a component of IT Strategy within the Strategic Alignment Model?

    A. Technology scope
    B. IT governance
    C. Systemic competencies
    D. Skills

8- Each of the following is a component of the SWOT model **except**:

    A. Strengths.
    B. Weaknesses.
    C. Organizations.
    D. Threats.

9- The component of the Delta model which would use IT strategies such as integrated Supply Chain Management and Customer Relationship Management or collaborative planning and forecasting using Web technologies best describes:

    A. System lock-in.
    B. Customer solutions.
    C. Best products.
    D. Product economics

10- Which of the following is least likely to be used as a technique for evaluating alternative IT strategies?

    A. Scenario planning
    B. Balanced scorecard
    C. Cost and benefit analysis
    D. Gap analysis

PART V. FILL IN THE BLANKS:

5*1 =5 points

11) - A ....Champion....describes a person—typically a senior business executive who has the compelling vision of the "To Be" state of affairs.

12) - A ....Sponsor........... describes a person—typically a business executive who uses his/her organizational influence to obtain the resources needed to implement the vision.

13) - A primary objective of the.....IT information..... is to recommend strategies that ensure the best alignment between the external environment and internal situation.

14) - In its formulation of an IT strategy, IT management needs to be concerned with both the .....external....and internal domains of strategic alignment.

15) - The phenomenon whereby the pervasiveness of IT in manufacturing and services has made the market value of physical products and processes less important than the knowledge and information embedded in them is referred to as....dematerialization ....
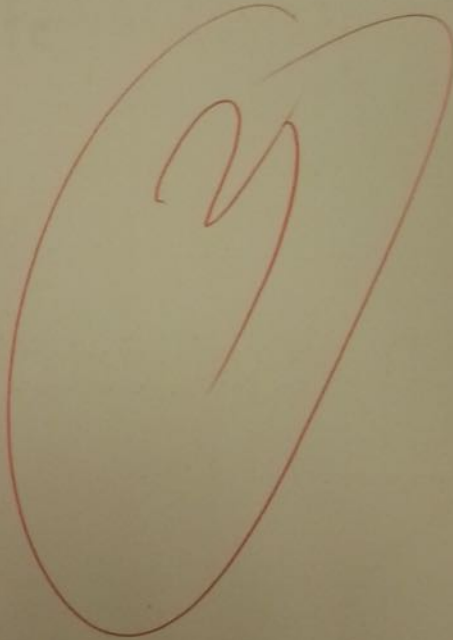
Part 6: Essay Questions   15*2 =30 points

Question 16–B – List and briefly describe seven attributes of a sponsor or champion.
                                                           15*1 =15 points

Answer Q 16 -B

Question 17-B - Explain Porter's Industry Profitability Five Forces model, SWOT analysis, and Ansoff's Product/Market Analysis as methods to facilitate management's evaluation of strategy alternatives.

Answer Q17-B

15*1 =15 points